



## CHRISTMAS SHOPPING

is made easy at this store, for several months' planning have brought you a splendid selection of bright, new Holiday merchandise—here now for your choosing.

There are Gifts for everybody—from Baby to Grandma—Gifts that mean the utmost in appreciation. Our Toy Section has a most wonderful display of playthings for the youngsters.

Courteous service and careful attention await you and every facility is here to make your shopping this Christmas simple, pleasant and satisfying.

**Do Your Christmas Shopping EARLY and Avoid the Late Rush.**

# CHRISTMAS SALE!

**B**EGINNING Saturday, December 9th, and continuing until the close of business, Saturday, December 23d, we offer the largest assortment of Gift Goods we have ever assembled. Christmas Presents for every age are here in great numbers and variety. We cannot begin to enumerate them all, but ask you to come to the Christmas Store and assure you that you will not be disappointed.

## Huge Stock of Toys for the Little Ones!

Quite naturally, the children's minds turn to Santa Claus and Beautiful Toys, Candies and Nuts at the Christmas Season and we have made wonderful provision for them. Hundreds of Dolls, 5c to \$1; Character Dolls and Kid Body Dolls, \$1 to \$7.50 Doll Furniture, Buggies, Carts, Stoves, Dishes, Etc. Wonderful assortment Story Books for little tots from 5c to 25c; best Story Books for the larger boys and girls, 40c to \$1.00.

## Everything to Make a Boy Happy!

Skates, Sleds, Velocipees, Wagons and Guns. Stevens' Favorite 22 Ga. Rifles, from \$4.50 to \$20. Steven's single barrel Shot Guns, with automatic shell ejector, either 16 Ga., or 12 Ga. for \$10. Rugby Balls, Trains, Real Flexible Fliers and Coaster Wagons.

## Large Selection Latest Books, \$1.00 to \$2.00.

### Christmas Handkerchiefs

The largest assortment of this popular gift item we have ever shown, to retail from 5 to 50c each. Hundreds of boxes of Kerchiefs for Children, Ladies and Men, priced 15, 25, 35, 50, 75 to \$1.50 a box. 75 pieces Stamped Linens, ass'td articles, to retail each at from 35c to \$1.50. Large number of Table Covers and Dresser Scarfs at from 35c to \$1.00. Linen Towels and Towel Sets at from 75c to \$1.50 a set. Pure Linen Table Cloths, with Napkins to match. Beautiful and serviceable Beacon Bath Robes, men and ladies from \$4 to \$6.00. Ladies' Excellent Satteen Bloomers, assorted shades, popular sellers \$1.50. Ladies' very fine Satin Bloomers, assorted shades \$5.00. Ladies' Polly Prim Black Satteen Aprons, beautiful trimming \$1.25.

Ladies' Black Satteen Bungalow Aprons, number of good styles \$1.50 to 2.89. Large stock of Beautiful New Boudoir Caps at 25, 50, 75 and \$1 each. Fine Silk Jersey Petticoats, assorted colors \$5.00. Fleeced Kimonos, \$2.50 to 4.50. Finest Silk Kimonos \$8.50. Ladies' Fancy Boudoir Slippers \$1, 1.50 and 1.75. Men's Slippers, from \$1.50 up to 3.00 for best leather.

### Fine Hosiery for Ideal Gifts.

Ladies' Fine Silk Hose at \$1, 1.25, 1.50 up to 2.50 for best full shape. Ladies' Woolen Hose in fancy mixtures with clocking at \$1 to 2.00 pr. Fancy Garters, both for ladies and men, 25, 35 and 50c pair. New Fancy Metal Girdles for Ladies 50c to \$1.50. Umbrellas, for ladies and men, new stock, to sell from \$1.25 to 7.50.

## For the Ladies and Misses

**Special Christmas Sale Discounts on All Ladies' and Misses' Coats and Ladies' Suits.**

You who have waited until now are lucky, as never before have we made such sweeping reductions prior to the New Year.

Misses' and Children's	\$4.50 Coats, Xmas Sale Price	\$3.60
"	5.00 " "	4.00
"	8.00 " "	6.40
"	10.00 " "	8.00
"	15.00 " "	12.00
Ladies' Tailored Suits and Coats, were	\$20.00 Sale	16.00
"	" " "	25.00 " 20.00
"	" " "	30.00 " 24.00
"	" " "	35.00 " 28.00

Don't overlook these wonderful bargains.



## New Jewelry Novelties FOR CHRISTMAS SELLING

Fancy Combs, Bar Pins, Tie Pins, Ear Drops, Fountain Pens, Cuff Links, Wrist Watches, from \$9.00 to 25.00 for solid gold. Beautiful "Billy Burke" and beaded Bags for \$4.50 each. Clocks and Rogers Bros.' Silverware of all kinds. Fancy Beads for Children at 10 and 25c a strand. Beautiful Beads for ladies at 50c to \$2.00.

## New Stock of Fine Cut Glass for Holiday Gifts.

Water Sets, Bowls, Nappies, Mayonnaise Sets, Casseroles, Etc. Beautiful Dinner Sets at \$7.50, 10.00, 15.00 18 and up to 45.00 each. Fancy Plates and Salad Bowls at 35c to \$1.50. Beautiful Berry Sets from \$1.50 to 2.25 set. Coleman's Beautiful Gasoline Stand Lamp (turns night into day.) \$10.00 each. Eastman's Kodaks Make Popular Gifts. Eastman's Brownie No. 2 Camera, \$2.50; No. 2a, \$3.50. Eastman's Folding Autographic Camera, \$9.

### ROOM RUGS

Just received some Beautiful Axminster Room Rugs at \$35.00 to 45.00. Extra Size Axminster Room Rugs \$48.00 and 50.00. Ingrain Room Rugs at \$9 and 11.00. New stock of small Axminster Rugs, \$2.50, 4.00 and 6.00 each. Fine Iron Beds, 2 inch posts, Vernis Martin, white or oxydized copper finish, \$9.00 and 10.00 each. Fine "Homey" Rockers, \$4.00 5.00, 6.00, 8.00, 10.00 to 15.00 each. Library Tables, \$11.00 to 25.00. Fine Dining Tables (round, solid oak) \$20.00 to 35.00 each. Dressers, solid oak, at \$25.00 to 35.00 each. Fine line of Kitchen Cabinets at \$20.00 to 50.00.

## Good Things to Eat are always associated with the Xmas Season.

We have them in profusion at our store. Oranges, Bananas, Apples, Grapes, Grape Fruit, Celery, Cranberries, Coconuts, Figs, Raisins and Dates. **Christmas Candies**—We are in position to offer our patrons the largest stock of Fresh Christmas Candies at the lowest prices in years. Be sure and see our Candies and the low prices we are making. Special low prices made on Candies and Nuts and Oranges in quantity purchases. **Special Offer**—With each purchase of Holiday Goods amounting to Six Dollars, or over, during the Christmas Sale we will give customer choice of 1 lb. of Christmas Candy or 1 lb. of Best Mixed Nuts, FREE! Customer must ask for free goods at time purchase is made.

**Get into the Christmas Spirit—and we will make you and your loved ones happy.**

Store open Evenings till 8:30 until Christmas

Ironton, Mo.  
Phone 17

**LOPEZ STORE CO.**

## Fine Stationery

is always appreciated. We offer a splendid assortment of Box Papers at 15, 25, 35, 50, 75, \$1 and 1.50 a box.

## Big Discounts on Men's Suits AND OVERCOATS

**During Christmas Sale—Just When You Need Them!**

All \$16.50 to \$18 Suits and Overcoats, Xmas sale price	\$15.00
" 20.00 to 22.50 " "	17.50
" 25.00 Suits and Overcoats, Christmas sale price	21.50
" 30.00 " " "	26.00
" 35.00 " " "	30.00

Entire stock is offered without reservation.

We have provided a most beautiful stock of Christmas Neckwear in fancy silk and knitted Ties to sell at 50c to \$1.50.

**Cigars, Smoking Sets, Shaving Sets, Flash Lights, Safety Razors.** We offer many ideal gifts that men appreciate. Men's Driving Gloves, \$1.50 to 3.50. Men's Dress Gloves, \$1.00 to 2.00 pair. Trunks, Suit Cases and Traveling Bags.

